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1953

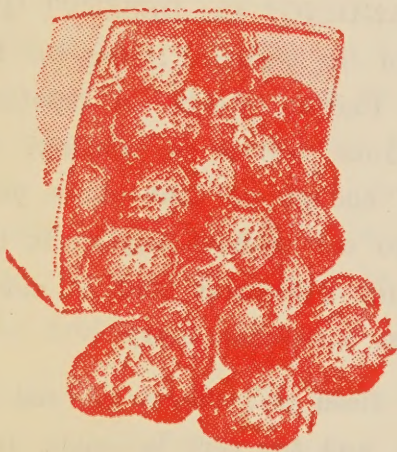
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U. S. Department of Agriculture

Hagerstrom's  
**'RED RICH'**

U. S. Plant Patent 993

**Everbearing  
Strawberry**



**Hagerstrom  
Strawberry Nursery**

ENFIELD, MINNESOTA

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As the result of 15 years of plant breeding we have, by crossing the Fairfax and the Wayzata Variety, developed an Everbearing Strawberry that combines just about all the qualities that go to make a perfect Strawberry.

This is not just a chance cross, selected from open pollinated seedlings, but the controlled cross of these two varieties and the selection is one of 15,000 seedlings which has been tested for 12 growing seasons.

WHAT MAKES THIS VARIETY SO OUTSTANDING? The DESSERT QUALITY is of the highest. It has the flavor of the Fairfax which is outstanding among June berries for quality. It is SWEET enough so that many persons prefer to eat without sugar. It is excellent for processing and is not surpassed as a freezing berry.

The flesh is firm, rich red clear through, and the core is small. It carries its size well throughout the season.

The appearance in a crate just sells it on sight. The berries are a rich, glossy red and do not darken perceptibly after standing. They still appear salable even after three days in ordinary room temperature. The entire berry ripens evenly



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so that it picks well for market.

The yield is as outstanding as its quality. The Everbearing crop in 1949 yielded 4,000 quarts from one acre. This was in a year that had less than normal rainfall and when more effort was made to grow plants than grow fruit.

In general the June crop comes later than most varieties. The yield was as much as the 1949 fall crop. Berries of both the fall crop and June crops have maintained good size until the end of the season.

The variety is hardy. It has been grown for 12 years without any appreciable winter kill. It has not failed to produce a crop in that time. The plants are vigorous and fruiting stems are strongly up-right so that fruit is kept off the ground.

Finally an outstanding feature about Hagerstrom's Red-Rich is that it will produce runner plants. An average of 15 runner plants per parent plant have been produced per parent plant under normal growing conditions.

Fruit growers may produce plants for their own use. Plants may be sold only by growers and dealers who are licensed.

Under the U. S. Plant Patent Act  
Propagation of plants of "Red  
Rich" for resale is restricted to  
licensed growers

## Price List On RED-RICH Everbearing Strawberry

12 Plants	.....\$ 2.95
25 Plants	..... 5.00
50 Plants	..... 8.50
100 Plants	..... 15.00
250 Plants	..... 32.50
500 Plants	..... 55.50
1000 Plants	..... 97.50

Mail Orders Postpaid Express Collect.  
Minimum Order, 12 Plants.

## ORDER BLANK

Date you want plants shipped\_\_\_\_\_

No. Plants	Kind	Price	Total

**SIGNATURE** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

No orders sent C.O.D.

Bank Reference

Citizens State Bank  
Big Lake, Minnesota

**TERMS: CASH WITH ORDER**